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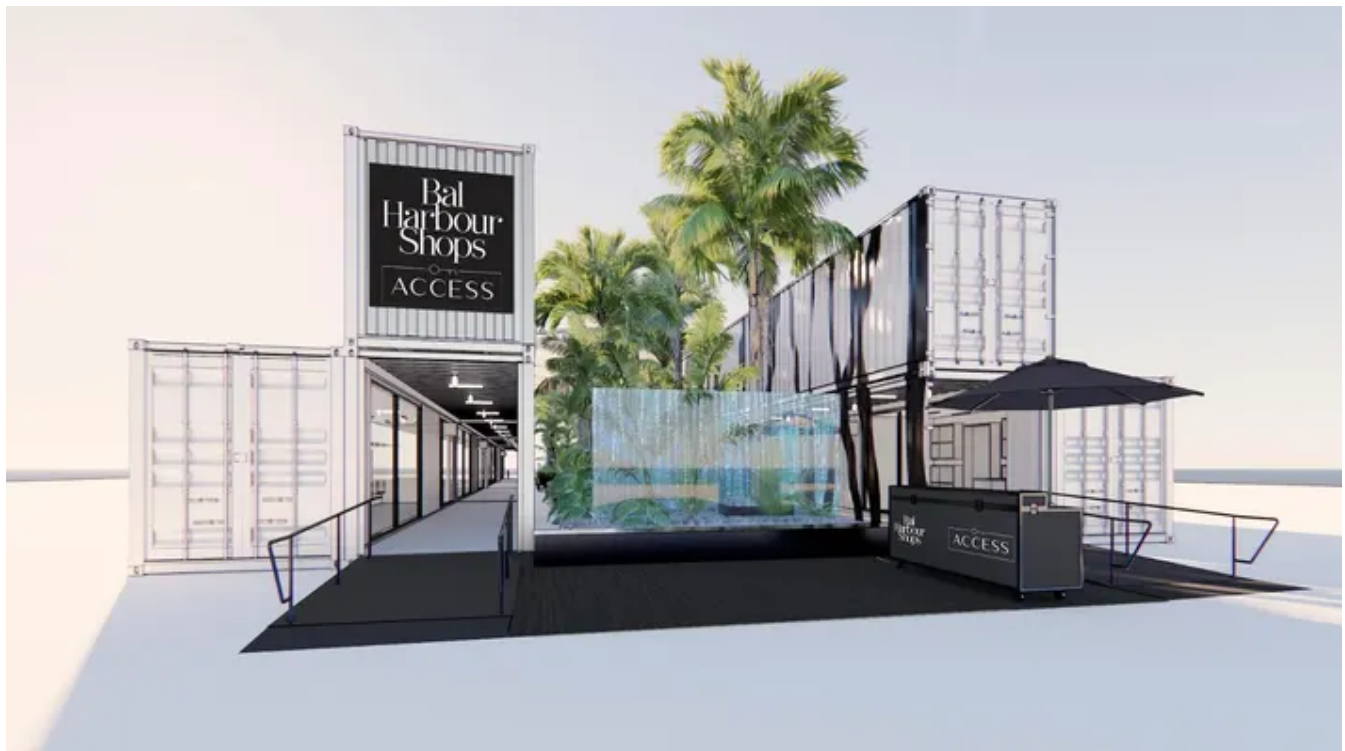
Bal Harbour Shops Goes On Tour With Traveling Luxury Pop-Up Activation

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I write about evolving consumer behavior and its impact on retail.

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Renderings of the Bal Harbour Shops Access Pop-Up ...
BAL HARBOUR SHOPS

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Known as the most iconic luxury shopping destination in the U.S., Bal Harbour Shops in Miami has enjoyed continued prosperity since its inception in 1965. Following a \$550 million expansion plan that will see the shopping center double in size when complete, it is now unveiling [Bal Harbour Shops Access Pop-Up](#), the first-ever traveling luxury retail pop-up activation.

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Transporting The Essence Of Bal Harbour Shops Across The Southeast

Leveraging a strong and established reputation that blends luxury and refinement with a tropical touch, the high-end shopping destination is bringing its retail and lifestyle offering to various cities in the Southeast, identified as lacking a local upscale retail footprint. The pop-up tour will first launch in Raleigh, North Carolina this November, before moving to Tequesta, South Walton County, Greenville, as well as Southeast and Northwest Florida.



Customers will be able to enjoy the signature style of Bal Harbour Shops' shopping experience for the first time outside of Miami, in a 17,000 square feet space designed by LOT-EK. "We're excited about bringing the "tropical" luxury shopping and dining experience for which we are known the world over outside of Bal Harbour for the first time in our nearly 60 year history," shares Matthew Whitman Lazenby, president and CEO of Whitman Family Development and owner of Bal Harbour Shops.

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The pop-up activation will include a selection of luxury, lifestyle and fashion brands including Tiffany & Co, Balmain, Frette, Assouline, James Perse and more, while also offering a dining option seating 150 people, with a full bar and lounge. True to its essence, the pop-up space will

fountains and green spaces will also be present, immersing shoppers into the upscale, tropical and zen atmosphere of Bal Harbour Shops.

A Testimony To The Continued Success Of Upscale Shopping Destinations

Despite an expected slowdown of the luxury sector, there has never been so much demand for large, luxury flagships and retail spaces. Mall operators are attracting luxury brands like never before as they premiumize their offerings to offer upscale, differentiated shopping experiences. According to a [report](#) by JLL [JLL](#), luxury retailers opened 38% of new stores in shopping malls in the past year. Bal Harbour Shops is clearly a forerunner when it comes to luxury retailing, as it was the first shopping center in the U.S. to host luxury brands only, attracting the majority of the world's most iconic and high-end brands.

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Bal Harbour Shops is renown for its signature ...
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It has managed to build appeal not just from its assortment of brands but also from the unique atmosphere it created, offering both a luxurious yet serene environment thanks to the blend of modernity and greenery brought by natural elements. Due to its continued success, the venue secured a [\\$550 million loan](#) in 2019 to start an ambitious expansion plan, adding nearly 250,000 square feet to the open-air shopping center. This strategic decision fit perfectly with the accrued demand for larger store spaces needed to provide an immersive, distinctive premium experience. Just a few months ago, Gucci opened its newly expanded store in Bal Harbour Shops, spanning across two floors.

Expanding its shopping experience outside Miami for the first time through a pop-up tour, Bal Harbour Shops demonstrates its established position as a leader in luxury retail experiences. Through its Access Pop-Up, it will bring a highly differentiated, premium shopping and lifestyle activation to cities that lack a similar shopping experience, aiming to attract shoppers with its distinctive signature style. With a devotion to delivering both an elevated retail and lifestyle experience, Bal Harbour Shops is set to continue leading by example as a luxury retail mall operator in the U.S.

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